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TIGER WOODS, CAMILO VILLEGAS & MIKE WEIR TO PLAY AT NOTAH BEGAY III FOUNDATION CHALLENGE TO BENEFIT NATIVE AMERICAN YOUTH

Begay, Oneida Indian Nation and San Manuel Band of Serrano Mission Indians join forces to fight obesity and diabetes and promote youth sports and wellness within Native American communities

Verona, N.Y. – (July 6, 2009) – Notah Begay III, a four-time PGA TOUR winner, today announced that Tiger Woods, Camilo Villegas, and Mike Weir will play in the second annual Notah Begay III Foundation Challenge (NB3 Foundation Challenge). The four will play in a skins game format on Monday, Aug. 24, at Turning Stone Resort's Atunyote Golf Club on Oneida Indian Nation lands near Vernon, N.Y.

Made possible by a collaboration between the Oneida Indian Nation and the San Manuel Band of Serrano Mission Indians of California, the NB3 Foundation Challenge raises awareness and funding for the improved health and wellness of Native American youth on Indian reservations nationwide.

"I am humbled to have my PGA TOUR colleagues and friends Tiger, Mike and Camilo join me for this important event and their involvement speaks volumes for their dedication to youth sport programs," said Begay. "I can't say enough about the San Manuel Band of Serrano Mission Indians and the Oneida Indian Nation and their willingness to support this effort and work together to improve both their own communities and Native communities everywhere. It's through strong partnerships such as these that together we can empower all Native American youth to sustain active, healthy and productive lives."

The relationship between Begay and Woods dates back to Stanford University, where Begay, a three-time All-American, and Woods were teammates and roommates in the mid-1990s. Villegas, a native of Colombia who won last year's inaugural NB3 Foundation Challenge, is currently ranked No. 12 in the world and has two PGA TOUR titles under his belt. Weir, the 2003 Masters Champion, is currently ranked No. 24 in the world and is an eight-time PGA TOUR winner.

"I look forward to participating in the Notah Begay III Foundation Challenge," said Woods. "Notah has been a friend for many years, and I am happy to support him in his commitment to Native American youth."

Reducing Obesity and Diabetes among Native American Youth

All proceeds from the tournament go directly to benefit the Notah Begay III Foundation. Started in 2005 by Begay, the only full-blooded Native American on the PGA TOUR, the Foundation's goal is to reduce the disproportionately high incidence of obesity and diabetes among Native American youth. To achieve this goal, the Foundation is creating sustainable and innovative programs – designed by Native Americans for Native American youth – that promote physical fitness, wellness and leadership development.

Since the Foundation's inception, it has partnered with To'hajiilee High School, a Navajo Nation community school in New Mexico, to deliver golf curricula to the school's students. The Foundation has also implemented summer junior golf programs and clinics in New Mexico and in other tribal communities across the country. The program received strong student interest in the last couple of years with more than 200 participants learning about the game of golf and its principles – sportsmanship and integrity. Additionally, the Foundation's San Felipe Pueblo Soccer Club has grown to include approximately 160 Native American youth in New Mexico alone, each of whom participate on one of 16 different teams for a 10-game season. These partnerships with the Navajo Nation, the San Felipe Pueblo and other communities represent the model golf and soccer programs the Foundation plans to implement in Native communities across Indian Country.

To further the development and implementation of these programs, the Foundation created a Social Innovation for Native Americans Fellowship this summer and selected a Navajo and San Juan Pueblo tribal member in graduate school to help develop and promote a model for sustainable sports programming. The Fellow is working with key stakeholders in Indian Country, state and federal governments, the non-profit sector and academia to survey existing programming and identify best practices for promoting physical fitness and wellness among Native American youth. In addition, the Foundation will host its first Native American Youth Online Town Hall meeting this summer to hear Native youths' thoughts about what obesity and diabetes means in their lives and how sports programming can help them overcome those challenges.

Tribes Taking Leadership

Bringing together two important Indian nations, the NB3 Foundation Challenge demonstrates the collaboration of tribes in donating time and resources to causes important to Native American communities. In addition, the NB3 Foundation Challenge showcases the significant strides Indian nations have already made in recent years to create a more promising future for their youth and communities. The NB3 Foundation Challenge's host site, Turning Stone Resort & Casino, is an economic enterprise of the Oneida Indian Nation.

"Notah Begay's Foundation Challenge serves as a pathway for helping American Indian youth today and seven generations to the future," said Oneida Nation Representative and CEO Ray Halbritter. "The Oneida Indian Nation is again proud to be a partner in the good work of this charitable cause. It is a testament to Notah, ambassador to the Turning Stone Resort Championship this Sept. 28 through Oct. 4, that his charitable event at our Atunyote Golf Club continues to attract the best players that professional golf has to offer."

"Everyone involved in this tournament is making a statement that they stand in support of elevating the quality of life in tribal communities across this nation," said Chairman James Ramos, San Manuel Band of Serrano Mission Indians. "Our actions today will have a positive impact on the health and well being of future generations and we recognize that it is because of struggles and sacrifices of those that came before us that we are able reach out to other tribes."

The NB3 Foundation Challenge – A Skins Game Format

The NB3 Foundation Challenge is a skins game format with a total purse of \$500,000. A player who wins a hole outright wins the money or "skin" associated with that hole. The NB3 Foundation Challenge's first six holes are worth \$10,000 a piece, the second six \$20,000, holes 13 through 17 are worth \$50,000 each, and the 18th hole is worth \$70,000. If no player wins the hole, the "skin" carries over to the next hole. At the 2008 inaugural event, Camilo Villegas edged Vijay Singh for the top spot, taking home \$220,000, while Singh finished with \$180,000 and Stewart Cink took the final \$100,000.

For more information about the NB3 Foundation Challenge, visit: www.nb3challenge.com. Tickets for the NB3 Foundation Challenge are on sale now at the Turning Stone box office – call 315-361-SHOW (7469) – and at all Ticketmaster outlets: 1-800-745-3000 or www.ticketmaster.com.

Key Background

About Notah Begay III Foundation

The Notah Begay III Foundation is a 501(c)3 non-profit organization that was started in 2005 by 4-time PGA TOUR winner and Stanford University graduate, Notah Begay III.

The mission of the Foundation is to reduce the incidence of obesity and diabetes and advance the lives of Native American youth through sports and wellness programming.

To carry out this mission, the Foundation supports the development of sustainable and innovative programs designed by Native Americans for Native American youth that promote physical fitness, wellness and leadership development.

For more information on Notah Begay III and the Foundation, visit: www.notah.com.

About Turning Stone Resort & Casino in Verona, New York

A premier four-season, destination resort in Upstate New York, the Oneida Indian Nation's Turning Stone Resort and Casino is conveniently located about 30 miles east of Syracuse at NYS Thruway exit 33. Turning Stone was named "Most Excellent Resort" by Condé Nast Johansens in 2007 and Casino of the Year by the Academy of Country Music in 2009. The resort offers world class gaming, golf, entertainment, accommodations and spa facilities and has earned AAA four-diamond ratings for The Lodge, The Tower Hotel and Wildflowers restaurant. The Atunyote Golf Club is the annual host of The Turning Stone Resort Championship, a PGA Tour event. Turning Stone's entertainment and meeting venues include the 5,000-seat Event Center, the 800-seat Showroom and the Conference Center.

For more information and reservations, call (315) 361-7711 or 1-(800) 771-7711, and visit turningstone.com.

About the Oneida Indian Nation

The Oneida Indian Nation is a federally recognized Indian nation in Central New York. A founding member of the Haudenosaunee Confederacy (also known as the Six Nations or Iroquois Confederacy), the Oneida Indian Nation sided with the Americans in the Revolutionary War and was thanked by Congress and President George Washington for its loyalty and assistance. Today, the Oneida Nation consists of about 1,000 enrolled Members, most of them living in Central New York. The Nation's enterprises, which employ nearly 5,000 people, include Turning Stone Resort and Casino, the SāvOn chain of gas stations and convenience stores, a 1,500-head Angus beef herd, a deep discount store, three marinas, and Four Directions Media, which includes a national weekly newspaper and a 3D animation studio. Proceeds from these enterprises are used to rebuild the Nation's economic base and provide essential services, including housing, health care, and education incentives and programs, to its Members. Visit www.OneidaIndianNation.com for more information on the tribe.

About San Manuel Band of Serrano Mission Indians

The San Manuel Band of Serrano Mission Indians is a federally recognized American Indian tribe located near the city of Highland, Calif. The Serrano Indians are the indigenous people of the San Bernardino highlands, passes, valleys and mountains who share a common language and culture. The San Manuel reservation was established in 1891 and recognized as sovereign nation with the right of self-government. Since time immemorial, the San Manuel tribal community has endured change and hardship. Amidst these challenges the tribe continued to maintain its unique form of governance. Like other governments it seeks to provide a better quality of life for its citizens by building infrastructure, maintaining civil services and promoting social, economic and cultural development. Today San Manuel tribal government oversees many governmental units including the departments of fire, public safety, education and environment. Visit www.sanmanuel-nsn.gov for more information on the tribe.

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